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ABSTRACT

In a brief review of the use of audiovisual materials in the library, the author uses descriptions of programs in the Pittsburgh, Pennsylvania area to document current developments in public school libraries, regional centers, district centers, and academic libraries. She notes that some centers have equipment and no media and some have media and no equipment, that some librarians are disinterested and some fear audiovisual equipment, but there are a growing number of libraries that have the media, the equipment, and the programs which show potential for the future. (JY)

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ISAD AV Program July, 1976

Audiovisual Materials in Libraries Today

by Blanche Woolls

(The following talk was one of four presentations. The talk was supplemented by 35mm slides. Slides could be reproduced upon request to Blanche Woolls, GSLIS, University of Pittsburgh, Pittsburgh, Pa. 15260.)

While museums, film libraries, film cooperatives, phonorecord collections, and circulating picture collections have existed for many years, the greatest impetus to the expansion of audiovisual materials in library collections and their subsequent use by library patrons has been the flow of federal funds into the library community.

In many states LSCA funds provided the means for developing film libraries where none existed. ESEA Title II provided school libraries with funds to purchase media. It was puzzling to realize that many state plans for the expenditures of Title II allocations limited the percentage which could be spent on media, perhaps because a greater need was perceived for print than for nonprint. The reduction of federal funds will certainly hinder the continued expansion of audiovisual materials collections and will probably predict the curtailment of some existing programs.

When preparing for this brief talk it seemed the best possible way to describe the use of audiovisual materials in libraries today by the use of media itself. Before we begin I must give credit to Jerry Synowiec, media person for the Graduate School of Library and Information Sciences at the University of Pittsburgh for driving through wind and storm -- well, it was raining -- to take the pictures for me.

A decision was necessary -- to seek out examples of media use in libraries all over the United State -- or to photograph in the Pittsburgh area and assume that this area is typical of the remainder of the United States. Since Jerry and I were limited both in time and travel funds, visiting a variety of locations outside the Pittsburgh area was not feasible. Having viewed a variety of situations in other parts of the country, it is my opinion that what you will see today is neither the best you could find, nor the worst, not the least exciting nor the most exciting. You will be the judge of the degree of "typical."

The public schools are somewhat further ahead in the use of media than are other agencies. This may be true because of the priorities put on the establishment of elementary and secondary multi-media libraries through the publication of the 1969 Standards for School Media Programs and the 1975 Media Programs District and School. The trend or impetus further cam about with the push for the establishment of libraries in all schools which was initiated in the early 60's, Whatever the reason, we will begin with school libraries.

Mt. Lebanon is in the South Hills across the Monogahela River from downtown Pittsburgh. Herbert Hoover School is an open concept elementary school. The principal, Dr. Shirley Davidson, is an administrator who is vitally interested in a good library/media program and supported the planning of the librarian when new building blueprints were being finalized by the architect.

SLIDE: Jane Atwell, librarian

SLIDE: The reading room houses the traditional book collection

SLIDE: The globe, long a "recommended" audiovisual item for libraries.

SLIDE: The room to the right of the globe has tables and chairs for 15 students, permanent screen. It is used also for storytelling. A door near the greenboard leads into an adjoining room.

SLIDE: This room, just off the faculty workroom, has individual listening/viewing and space for an entire class to view a 16mm film.

Television in schools is represented by the efforts of Lee Shafer in the high school at the east of Pittsburgh in the Churchill School District. Mr. Shafer teachers a video class (which receives .5 credits with albegra pays 1.0) and this class sent along a three minute video tape they made especially for this performance. I might add that any and all of the performers are ready for contracts if anyone is interested.

VIDEOTAPE:

Students do video intereviews as well as athletic and dramatic events. One local television newscaster came to the school and acted as moderator for a discussion between school board members, the superintendent and a parent on combining two school districts.

Our next slides will be of a regional center. The Allegheny Intermediate Unit is one of twenty-nine intermediate units in the Commonwealth of Pennsylvania. Two of the largest are the intermediate units for the cities of Pittsburgh and Philadelphia. Allegheny Intermediate Unit serves Allegheny County with the exception of Pittsburgh. Some intermediate units serve two or more counties.

SLIDE: Adele Patterson and Linda German are pictured in a "book" role.

3 SLIDES: Adele also oversees a preview and non-circulating media collection. At the end of the media room is the media production lab.

SLIDE: The circulating film library is traditional in many ways. It is larger than many for it has 5,000 titles, 13,000 prints -- an 85 percent increase since 1970. The library circulates 1,000 films per day during the school year.

SLIDE: Film maintenance machine. Still typical

SLIDE: Jim Hoke, Director, with the catalog of those 5,000 titles -- a computer generated catalog

SLIDE: The distribution/booking system -- key punched cards

SLIDE: Computer

We will leave school libraries and go to the public library as a housing for media.

SLIDE: Arthur Leroy Stewart, former student of mine, successful member of the staff of the Carnegie Public Library of Pittsburgh where he is audiovisual librarian. He is great interest to me for he married one of my advisees.

SLIDE: One aspect of the use of audiovisual in Carnegie is an 8mm collection which is housed in colorful cabinets in the center of this historic landmark building.

SLIDE: Allegheny Regional Branch of the Carnegie Library of Pittsburgh as pictured on American Libraries sits almost on top of the Allegheny Intermediate Unit film collection which is housed underground. Both library and intermediate unit are located in the Allegheny Mall near Three Rivers Stadium.

SLIDE: Inside one finds the regional film library cardex booking system and the viewing room.

SLIDES: Film viewing room, film storage

The holdings of three district centers in Pennsylvania follow. The first, Bellefonte District Center would be classified as a small center, the Altoona District Center is a medium-sized center and the Pittsburgh Regional Center is a large center. The final figures are the total audiovisual holdings of the Pennsylvania District Library Centers.

BELLEFONTE (CENTRAL PENNSYLVANIA) DISTRICT CENTER

Centre County Library
203 North Allegheny Street
Bellefonte, PA 16823
814-355-3493
Mr. Gary Wolfe
AV Department Head

SOFTWARE

RECORDS	1000
RECORD SETS	150
FILMSTRIPS	50
GLOBES	1
MAPS AND CHARTS	4
MICROFILM	250
SINGLE CONCEPT FILMS	24
SLIDES	100
16mm FILMS	182

HARDWARE

PROJECTION SCREENS	3
CASSETTE PLAYER	1
TALKING BOOK MACHINES	18
16 mm FILM INSPECTION MACHINE	1

READERS:

Microfilm	1

PROJECTORS:

Slide/Filmstrip	2
16mm	4
8mm Silent	1

ALTOONA DISTRICT CENTER

Altoona Area Public Library
1600 Fifth Avenue
Altoona, PA 16602
814-946-0417
Mrs. Maxine Rhodes
Audio Visual Coordinator

SOFTWARE	
ACADEMIC GAMES	29
PUZZLES	74
ART PRINTS	257
MINI MASTERS	130
RECORDS	3092
RECORD SETS	198
CASSETTES	438
GLOBES	2
KITS	61
MAPS AND CHARTS	36
SCULPTURE	5
SINGLE CONCEPT FILMS	278
SLIDES	1400
SOUND FILMSTRIPS	21
SOUND FILMSTRIP SETS	35
STUDY PRINTS	454
VIDEO TAPES	50
16mm FILMS	269
POSTERS	522
MICROFICHE	5863
MICROFILM	1448

HARDWARE	
PROJECTION SCREENS	5
REAR PROJECTION SCREENS	2
PROJECTION CARTS WITH POWER	1
REEL TO REEL RECORDERS	1
AC/DC ASSETTE RECORDERS	10
CASSETTE PLAYERS	2
STEREO DUPLICATOR	1
RECORD PLAYER	5
PORTABLE LISTENING UNITS	2
NON-PORTABLE LISTENING UNITS	2
PORTABLE SOUND AMP.PUB. ADDRESS	2
NON-PORTABLE SOUND AMP. PUBLIC ADDRESS	1
TALKING BOOK MACHINES	16
35mm CAMERAS	1
INSTAMATIC CAMERAS	3
B/W POLAROID CAMERA	1
RECEIVERS	2
RECEIVER MONITOR	1
3/4 INCH VIDEOCASSETTE RECORDER/PLAYER	1
3/4 INCH VIDEOCASSETTE PLAYER	2
PORTA PAK B/W	2
PORTA PAK COLOR	1
VIDEO TRIPOD	2

ALTOONA DISTRICT CENTER (cont.)

HARDWARE (cont.)

8mm TRIPOD	2
8mm FILM EDITOR	1
16mm FILM EDITOR	1
1/2 INCH VIDEO TAPE EDITOR	1
8mm FILM INSPECTION MACHINE	1
16mm FILM INSPECTION MACHINE	1
16mm REWINDS	1
DRY MOUNT PRESS	1
LAMINATOR	1
THERMAL TRANSPARENCY MAKER	1
STAGE/PORTABLE	1

READERS:

Microfilm	2
Microfilm Reader/Printer	2
Microfiche	2

PROJECTORS:

Slide Filmstrip	1
Auto 2 x 2 Slide	3
Manual 2 x 2 Slide	2
Filmstrip with sound	5
Overhead	1
Opaque	1
16mm	8
8mm	4
Super 8mm/Sound	1

SUPER 8mm CAMERA/SOUND	2

SPECIAL MEDIA PROGRAMS

--Library art gallery scheduling local artists' work on a monthly basis

--Monthly exhibits from local patrons with their collectables

--Film matinee at main library every second Saturday

--Weekly film showings for local day-care centers

--Circulate cassette/filmstrip combinations with accompanying hardware from childrens room

--Offer preview service for 8 and 16mm films, slide and filmstrip programs to individual patrons

--Films-Sandwiched-In every Wednesday at noon

--Tootsie-Roll Film matinee every third Friday

--Produce and cablecast over our local CATV Channel 2 a weekly community interest program i.e., Bicycle Safety, Fire Safety, Know Your Altoona Police Department, Local Election Issues, and video tape Bicentennial Minutes for the Blair County Bicentennial Commission

--Video tape special library programs such as puppet shows, childrens theater productions, pet parades and book reviews

--Media Van (mobile theater) equipped with a stage, and rear projection equipment to offer films, puppets and drama to local housing authority, to the Park and Recreation Authority and local shopping malls

--8mm film workshop

--Public typewriter

--Circulate to the public 16mm and 8mm film projectors and screens. Also a B/W Video Porta Pak and video cassette recorder for a minimal rental fee

PITTSBURGH DISTRICT CENTER

Carnegie Library of Pittsburgh
4400 Forbes Avenue
Pittsburgh, PA 15213
412-622-3100
Mr. Arthur Stewart
Associate Director Central Readers Services

SOFTWARE	
RECORDS	24084
CASSETTES	1663
GLOBES	25
MAPS & CHARTS	75500
MICROCARD	140000
MICROFICHE	686642
MICROFILM	22858
SINGLE CONCEPT FILM (8mm SOUND)	15
SINGLE CONCEPT FILM	865
SLIDE SET	504
SLIDES	92000
SOUND SLIDE SETS	160
STUDY PRINTS	325075
8mm FILMS	63
16mm FILMS	1440

HARDWARE	
FILMSTRIP PREVIEWERS	2
SLIDE SORTER	3
PROJECTION SCREENS	16
REAR PROJECTION SCREEN	1
REEL TO REEL RECORDER	4
AC/DC CASSETTE RECORDER	2
CASSETTE PLAYER	2
RECORD PLAYER	25
POLAROID CAMERA	1
AUDIO CASSETTE DUPLICATOR	1
B/W MONITOR/REC.	1
B/W PORTA PAK	1
RECEIVER COLOR	1
T.V. STAND	1
VTR 1/2 INCH	1
8mm EDITOR	2
16mm INSPECTION MACHINE	2
DRY MOUNT PRESS	3
LAMINATOR	1

READERS:

Microfilm	28
Microfilm Reader/Printer	2
Micro-Cartridge	1
Micro-Cartridge Reader/Printer	2
Microfiche Reader/Printer	1
Microfiche	1

PITTSBURGH DISTRICT CENTER (cont.)

HARDWARE (cont.)

READERS (cont.):

Microcard Reader/Printer	1
Microcard	1

PROJECTORS:

Slide/Filmstrip	2
2 x 2 Slide Auto	1
2 x 2 Slide Manual	6
Overhead	1
Opaque	1
16mm	22
Super 8mm Silent	3

SLIDE PREVIEWER 2 x 2 1

TALKING BOOK RECORD PLAYERS 6850

SPECIAL MEDIA PROGRAMS

--Video-taped "Dramatization"of African dancers and stories: A program conducted in several inner-city schools by our African story-teller.

--Video-taping workshop for Central Library staff.

--Video-taping workshops for branch library staffs.

TOTAL AUDIO VISUAL HOLDINGS OF PENNSYLVANIA DISTRICT LIBRARY CENTERS

Academic Games	1,290
Art Prints	1,094,190
Art Print Sets	10
Audio Records	160,984
Audio Record Sets	10,385
Cartridges	237
Cassettes	9,000
8 Track Music Cartridges	497
8 Track Tapes	34
Filmstrips	9,684
Filmstrip Sets	120
Globes	77
Kits	450
Maps and Charts	215,788
Microcard	542,956
Microfiche	1,361,001
Microfilm	207,525
Models	362
Overhead Transpatencies	100
Overhead Transparency Sets	3
Reel to Reel Tapes	25,317
Sculpture	186
Single Concept Film 8mm Sound	42
Single Concept Film	2,203
Slide Sets	3,204
Slides	137,898
Sound Slide Sets	464
Sound Filmstrips	2,590
Sound Filmstrip Sets	635
Study Prints	332,048
Study Print Sets	3
Video Tapes	150
8mm Films	604
16mm Sound Films	9,034

PROJECTORS:

Filmstrip/Slide	62
Slide/Auto	25
Slide/Manual	28
Filmstrip/Sound	27
Filmstrip/2¼ x 2¼	23
Filmstrip/3¼ x 4	6
Overhead	12
Opaque	5
Viewmasters	13
16mm	183
Super 8mm/Silent	14
Super 8mm/Sound	2
Super 8mm Endless Loop	19
Super 8mm Cartridge/Sound	8
Filmstrip Previewers	32
2 x 2 Slide Previewers	20
Slide Sorter	22
Screens	151
Rear Projection Screens	17
Projection Carts/Power	23
Projection Carts	7
Reel to Reel Tape Recorders	28
AC/DC Cassette Recorders	69

Cassette Players	2,625
Tape Duplicating Equipment	3
Record Players	171
Listening Units Portable with Headsets	20
Listening Units Non-Portable with Headsets	2
Portable Public Address	11
Non-Portable Public Address	1
Audio Cassette Duplicators	6
Talking Book Record Players	8,559
Juke Box	1
Thermal	1
Microfilm Readers	153
Microfilm Reader/Printers	51
Microcartridge Readers	1
Microcartridge Reader/Printers	2
Microfiche Readers	56
Microfiche Reader/Printers	12
Microcard Readers	13
Microcard Reader/Printers	3
35mm Cameras	8
16mm Cameras	1
Super 8mm Cameras	6
Instamatic Cameras	15
Polaroid Cameras	3
Processor Cameras	1
B/W Monitor	4
Color Monitor	1
Monitor Receiver B/W	6
Monitor Receiver Color	4
Video Tape Recorder ½ Inch	9
Video Tape Recorder 3/4 Inch	1
Receivers B/W	9
Receivers Color	4
Porta Pak B/W	7
Porta Pak Color	1
Television Stands	3
Video Tape Tripods	1
8mm Film Editor	7
16mm Film Editor	7
Video Tape Editor 3/4 Inch	1
8mm Film Inspection Machine	1
16mm Film Inspection Machine	31
8mm Film Rewinds	2
16mm Film Rewinds	2
Dry Mount Press	9
Laminator	7
Slide Tape Synchronizer	1
Flannel Board	1
Easel	4
Puppet Stage	3
Projected Books Projector	501
Film Splicers	1
Posters	522
Picture File	12,407
Blackboards	1
Wooden Podiums	2
Ceiling Projectors	1
Bed Spectacles	1

Academic libraries are represented by the Hillman Library at the University of Pittsburgh.

SLIDE: Kathy Matusic is in charge of the Hillman Communication Center which is on the ground floor of Hillman Library.

SLIDE: Marvis Sorrell on the right has been working here while completing her MLS at Pitt. Unfortunately she's going to dental school in the fall.

SLIDES: Views of equipment and persons using the equipment in the Communication Center.

SLIDE: This user is Randy Strothman who was formerly in charge of the Communication Center.

Special libraries will be shown also at the University of Pittsburgh. University of Pittsburgh's School of Nursing media center is, hopefully, representative of services found in other special libraries.

SLIDE: Nurses working in media center. Dr. Tony Arabia, Director, syas to tell you that he allows smoking.

SLIDE: Dr. Arabia, seen here on right of slide. To his left is Dr. Sam Postlewaithe.

SLIDES: Dr. Arabia, in cooperation with the instructors, has developed activity packages which are under constant revision.

SLIDES: Students can develop their own presentations. One of the activity packages explains how to use the visual maker and we have a series of slides of a student using this visual maker to produce a presentation. This is a "sound page", 8 1/2" x 11" with a 3-4 minute playback.

This center is not in competition with the Falk Library which is the information center for the medical schools.

A touch of Pennsylvania -- a little more about the Pittsburgh area -- but, by my assessment, typical.

We have centers with equipment and no media -- and media at the district level with no equipment. We have disinterest as well as interest at all levels. We have fear of the equipment by many who might otherwise try. But we do have media and programs which make use of media. And potential for the future.